

CENTRAL HOLLYWOOD COALITION
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood CA. 90028

MINUTES
July 10, 2007
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Duke Gallagher, The Production Group
George Abou-Daoud, Bowery
Steve Auer, Sunset Gower Studios
Susan Durante, Los Angeles Film School
Brad Folb, Paramount Contractors
Ryan Harter, CIM Group
Richard Inouye, Tribune
Darcy Judd, Robertson Properties
Father Michael Mandala, Blessed Sacrament Church
Carol Massie, McDonald's Restaurants
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

Absent

Dirk Degraeve, President, Paramount Contractors
Shake Bakalyan, Wells Fargo Bank
Craig Donahue, The Donahue Group
Fred Rosenthal, Ametron
Nick Salamone, Off Vine Restaurant

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joe Mariani Jr., Hollywood Property Owners Alliance
Don Duckworth, Duckworth Consulting

Guests

Rick Anderson, Clean Street

1. Call to Order

The meeting was called to order by Secretary/Treasurer Duke Gallagher at 4:10 P.M. The Agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Note: All Appendices referenced in these minutes are attached to the Official Minutes in the HPOA Office.

2. Public Comment

There were no public comments.

3. Approval of Board Minutes

A Motion was made by Steve Auer and Seconded by Carol Massie to approve the minutes from the June 12, 2007 Board meeting. The Motion was Unanimously Approved. (Minutes are attached as Appendix C).

4. Treasurer's Report

Duke Gallagher reviewed the financial statement prepared for the period ending June 30, 2007. He indicated that the CHC has \$756,149 cash-on-hand. He reported that delinquencies were currently running at about 8.5%. A portion of the funds are invested in interest-bearing certificates of deposit, and depending upon the decisions made by the board at this meeting about additional expenditures, he notified the board that a portion of the funds would roll into a renewed investment account.

A Motion was made by Steve Auer and Seconded by Carol Massie to approve the Treasurer's Report. The Motion was Unanimously Approved. (Treasurer's Report attached as Appendix D).

5. Guest Presentation

Mark Cassidy of Molasky Pacific and Jennifer Keith representing Apollo Real Estate Advisors, presented an overview of their development project, slated for the former CBS property. It will be called Columbia Square, and will be a \$850M mixed use project featuring a boutique hotel.

6. Committee Reports

6A. Streetscape Committee

1. Michael Pogorzelski, chair of the Streetscape Committee, provided an update on the committee's recent meeting in which they reviewed the results of the initial clean up of the BID area by Clean Street. A report was distributed to the board, prepared by Clean Street, which itemized the costs associated with the 60 day effort. Though the effort was budgeted at \$22,500, Clean Street calculated the actual costs associated with the clean up. The true cost was approximately \$29,595. Clean Street as a courtesy has offered to absorb the \$7,095 in additional costs. MacPherson noted that a significant portion of the cost overruns were related to sticker and graffiti removal which are exceeded initial estimates.

At the recent Committee meeting, the members also reviewed several scenarios to increase service levels in the BID. It is apparent that the current budgeted amount of \$17,333 may need to be augmented, to accommodate a greater level of pressure washing. As required by the contract, Clean Street had provided a detailed cost associated with cleaning the various sub-districts

in the BID, and the expenses actually amount to approximately \$236,885 on an annual basis, though the annual service contract amounts to \$208,000.

Sarah MacPherson provided a budget for a budget augmentation to accommodate pressure washing throughout the BID on a quarterly basis (\$52,800 a year) or bi-monthly (\$79,200 a year). After discussion, it was suggested that \$40,000 be allocated toward pressure washing, in order to ensure the schedule coincides with different assessment zones in the BID (i.e., there are three zones of front footage assessment – Sunset is the highest, Cahuenga is in the middle and all other streets pay a lesser assessment). A motion was delayed until after a decision was made as to a potential security camera, in order to consider impacts on the overall budget for the BID.

2. MacPherson informed the board that the streetscape committee had been looking into potentially purchasing permanent trash receptacles for the BID area. The committee had researched different companies and found that costs range from \$650 - \$1,200, per receptacle.

The Committee recommended to the Board that 20 trash cans be purchased for the area for approximately \$16,450. Morrison notified the board that the trash dumpsters currently being kept at Blessed Sacrament Roman Catholic Church, were in need of a new place of storage. The Palladium and Columbia Square property owners have both been contacted to see if they could serve as potential sites to hold the units. Morrison surveyed the board to see if there were any other potential properties that could host the dumpsters for the Clean Street Maintenance crew.

3. There was a general discussion for the CRA to undertake an Urban Design Plan for Sunset Blvd. by May of next year. This topic would be discussed in future Streetscape Committee meetings.

6B. Security Committee

1. The group was notified that the HPOA had hired a temporary staff member who had begun entering arrests reports into the SFW software. Joe Mariani gave a demonstration to the Board on how the software would be useful in identifying potential “hot spots” within the BID.
2. Don Duckworth commented to the group on the recent increase in graffiti he had noticed in the area. Morrison described to the Board that the Security Committee had discussed obtaining a camera for the intersection of Gower and Sunset, where a significant amount of graffiti and arrests have occurred. The Board informally discussed other locations where the cameras may be placed if the Sunset and Gower location was infeasible. Morrison informed the Board that an estimate had been obtained from Metro Video for the amount of \$23,000 to install a camera in the BID that

could be monitored at the LAPD's Hollywood Community Police Station. Metro Video is also responsible for installing the camera system which is currently being used in the Hollywood Entertainment District.

It was moved by Richard Inouye, seconded by Michael Pogorzelski and CARRIED to

(A) Initiate a change order to the Clean Street contract to allocate an additional \$40,000 to pressure washing all streets in the SVBID area, on a bi-monthly basis. HPOA staff will be responsible for allocating services in accordance with the different assessment zones. The change order would expire on December 31, 2008.

(B) Proceed with negotiating with Metro Video Systems to install a digital video surveillance camera at the intersection of Sunset and Gower, (or other location, if installation on a corner building is infeasible) at an approximate cost of \$23,000.

The Motion was Approved Unanimously.

Following the vote, the Board agreed that the Streetscape Committee should further research the amount of trash receptacles needed and return to the next meeting with a recommendation and quote.

3. Morrison discussed with the board that the majority of arrests occurring in both BID areas were for the violation known as, "Drinking in Public." Consequently the Security Committee from both the Sunset and Vine BID and the Hollywood Entertainment District have taken a proactive stance and drafted a letter addressed to the 14 liquor outlets and their property owners within the two BID areas. The letter informs Store Managers and owners that we are contacting them to ask their assistance in making sure that store staff follow requirements imposed by the CUP for alcohol sales. The letter also states that the intent is to inform ABC that we are experiencing a significant amount of "Drinking in Public" and we will ask for their assistance in enforcement. Each Board member was given a copy of the drafted letter. (Letter attached as Appendix E).

7. New Business

1. Morrison, in the absence of Craig Donahue informed the Board that Donahue would be meeting with board members who were interested in forming a Marketing Committee. The group will discuss and ultimately help develop a marketing plan for the Sunset and Vine BID. Board members who were interested in joining the committee were encouraged to contact Donahue.
2. Don Duckworth gave the board an update on the Bylaws subcommittee and let those in attendance know that the group is currently trying to set up

a meeting in the coming month. Morrison suggested that an Executive Committee meeting should be postponed until it was established in the Bylaws.

8. Report from Kerry Morrison

1. Morrison notified the Board that the Hollywood Visitor's Guide and Map's funding gap had been met due to the recent addition of OPI nail polish as "The Official Sponsor." Morrison thanked the Board for all their help and support during the process.
2. Morrison distributed to the Board the newly designed Sunset and Vine Boundary Map featuring various points of interests within the BID. The map will be used to inform property owners, potential stakeholders and community members about the BID's boundaries; as well as a base map for future BID projects.
3. Newsletters would be mailed to property owners in the Sunset and Vine BID in the coming weeks. Additional copies would also be made available to the public at the Hollywood Property Owners Alliance Office.

9. Next Meeting

The next meeting was set for August 14, 2007 beginning at 4:00 P.M. at the L.A. Film School, located at 6353 Sunset Boulevard, Hollywood, CA. 90028.

10. Adjournment

There being no further business the meeting was adjourned by Secretary/Treasurer Duke Gallagher at 6:14 P.M.